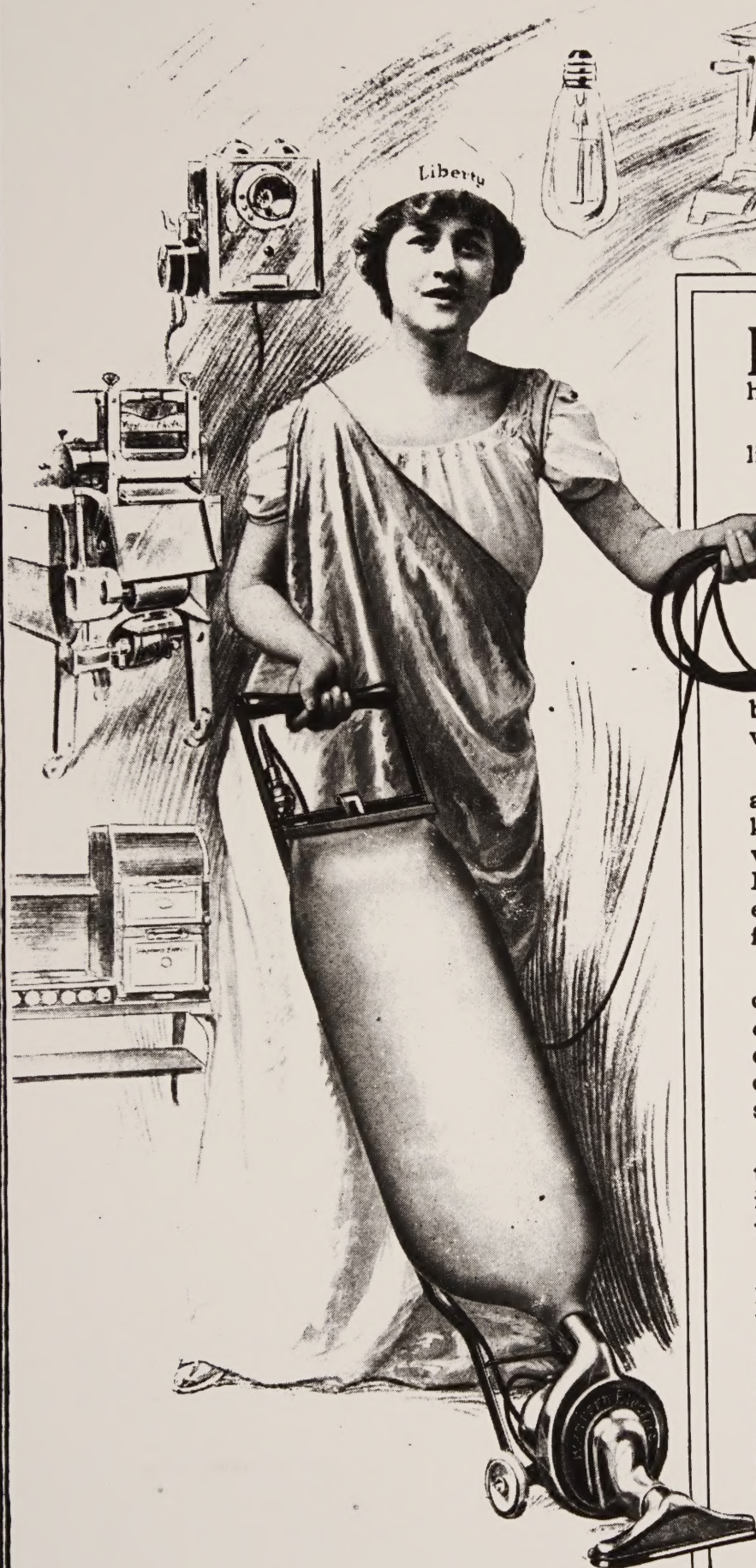


THE NEW ENLIGHTENMENT



ELECTRICITY comes to free the modern woman from the burdens of housekeeping.

It came into the home first as a source of light, setting a new standard of illumination.

But, electricity is destined to fill a still larger sphere of domestic usefulness; it now does the hardest tasks in the household. It reduces the necessary hours of labor and lightens the nature of the work itself, adding hours to the leisure, recreation, and broader interests that claim the modern woman's attention.

If your home is wired for electricity are you making the most of it? Do you know the advantages of the electric washing-machine, and the electric iron? Do you know the convenience of the electric toaster and other heating devices for the easy preparation of food?

While other necessities of life are increasing in cost, electric current is steadily *decreasing*. The cost of using these small devices in the home (never so high as to constitute a serious objection) is now so small as hardly to be reckoned with.

In many parts of the country, the establishment of special rates has brought into very general use the electric range—the greatest boon of all to the housewife.

There is now available for you a complete line of electrical devices bearing the well-known name

Western Electric

Every utensil bearing this marking is of highest quality. Write for our literature and the name of our nearest agent in your locality. Ask for booklet, "The Electrical Way," No. 67 J.

WESTERN ELECTRIC COMPANY

INCORPORATED

New York	Chicago	Kansas City	San Francisco
Buffalo	Milwaukee	St. Louis	Oakland
Newark	Cleveland	Minneapolis	Portland
Philadelphia	Detroit	St. Paul	Seattle
Boston	Indianapolis	New Orleans	Los Angeles
Pittsburgh	Savannah	Houston	Denver
Cincinnati	Birmingham	Dallas	Salt Lake City
Richmond	Atlanta	Oklahoma City	Omaha

EQUIPMENT FOR EVERY ELECTRICAL NEED

If your home is not wired for electricity, get an estimate from your contractor. If there is no electric company supplying current in your locality, you can have all these electrical conveniences at small cost through one of our home electric-lighting equipments. Ask us about it.

PUBLICATION
Good Housekeeping
Independent
Literary Digest
Collier's Weekly

DATE
Oct., 1916
Oct. 16, 1916
Oct. 21, 1916
Oct. 14, 1916

CIRCULATION
350,000
61,000
350,000
843,000
Total, 1,604,000

H5527-4 1916

WE Ads Vacuum cleaner